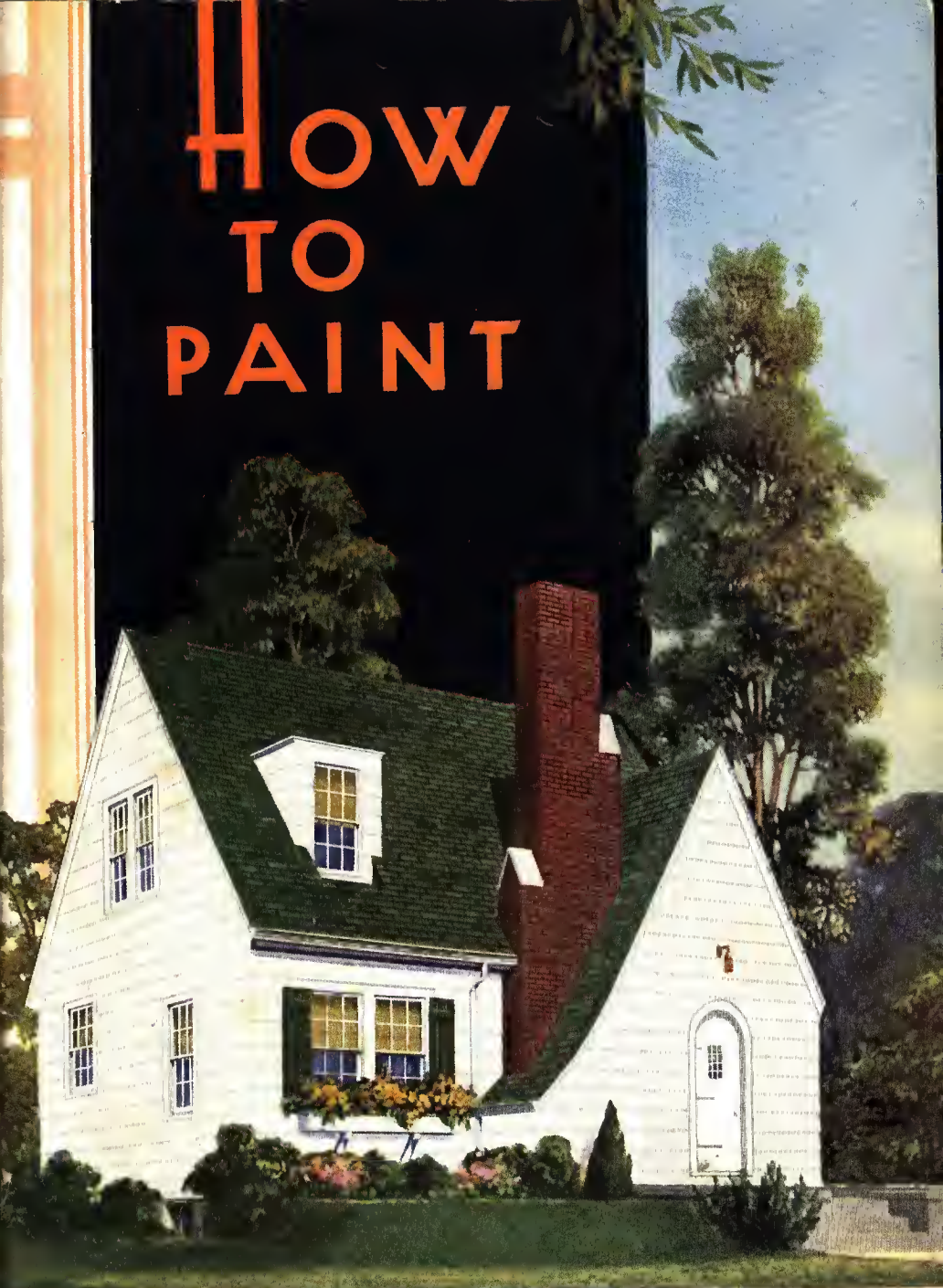


HOW TO PAINT



SEARS, ROEBUCK AND CO.

THERE'S A SEROCO PAINT FOR EVERY PURPOSE

Color plays an important role in every home today and paint is the medium through which you can best achieve the desired color effects. It makes cheerful surroundings. It changes drab looking furniture into things of beauty. Sears 4-Hour Enamel suggests itself as the ideal enamel to use. It can be applied by anyone even though you've never tried your hand at painting. Tables, chairs, bookcases, desks, children's beds . . . they all take on new life when given a coat of 4-Hour Enamel. Use it either on unpainted pieces or on furniture which you want to freshen with a bright new color.



What is Your Painting Problem?

**This ready reference will lead
you to the solution quickly!**



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EXTERIOR PAINTING

When and how often should I paint my house?

Repaint promptly when you find previous coats are peeling off or wearing through and exposing the wood or other building material surface to the weather.

Outdoor paint, however attractive in appearance, is applied first of all as a protective coating—a filmlike armor protecting the porous wood from the sun's heat, soaking rains, dusty grinding winds, and splitting ice or hail. Many home owners make a practice of painting every other year, or every three years. While this regularity is usually for decorative effect, it can be commended too from its preservative standpoint.

Frequency of painting is governed by your local climate, the kind of material used in the construction and the color and quality of the paint previously used. When such signs as those shown in the small illustration appear do not delay painting any longer than you have to; the longer the delay the greater the cost in time, effort and paint to replace the protection good paint provides. Depriving a house of the protection and beauty of paint is far more costly and destructive than forgetting to "padlock the stable door."

Which season of the year is best for exterior painting?

Whenever the weather is good for drying and there is little dust, troublesome wind or annoying insects to handicap your working or interfere with the drying of the paint itself.

On new buildings it is often advisable to hold up paint work until early fall, or until the summer's sun has dried the new lumber thoroughly. Whatever season you decide on, during any of this time, be sure of warm dry weather, and that the wood

itself has dried clear through and not merely on the surface. No paint job will give satisfactory results unless the wood is thoroughly dried and free from dampness.

Do not attempt to paint on cold, damp days when the temperature is below 50 degrees, or if there is danger of a frost at night. Frost means dampness; do not paint over frosted surfaces until the sun has dried them out again.

What colors are preferable?

When selecting colors, the size of the house, the style of architecture, and the general surroundings (whether landscape or neighboring dwellings) should always be considered.

Strong, bright shades lend prominence to a building, which suggests their use for the small or cozy home. The more neutral shades, including grays, drabs and browns, are better suited for the larger home in town. These colors will thus blend more readily with surrounding houses, and, besides, will be less apt to show the natural accumulation of city grime.

Country and suburban homes, both large and small, usually are surrounded by trees and shrubbery and plenty of space besides, and so seem more attractive when painted with the lighter shades to make them stand out as a part of the colorful picture.

Use a different harmonizing shade, or color, for the trimming. This will relieve the monotony of a single color or tone. It may be lighter or darker than the body color, as you prefer.

You should consider as part of the painting job not only the body and regular trim of the house but the exteriors of doors (unless varnished natural color), window sashes and shutters. Both often take darker or contrasting color. Porch ceilings, unless varnished, need light blues or greens to reflect the light downward. Porch floors



Don't wait until your house looks this bad!
Repaint early and save costly repairs.



Large House in Country

Body
Trimming
Sashes
Porch Ceilings
Porch Floors
Roof



Small House in Country

Body
Trimming
Sashes
Porch Ceilings
Porch Floors
Roof



Large House in City

Body
Trimming
Sashes
Porch Ceilings
Porch Floors
Roof



Small House in City

Body
Trimming
Sashes
Porch Ceilings
Porch Floors
Roof

COLOR SCHEME "A"

Dove
White
Black
Light Blue
Gray
Brown Shingle Stain

White
Leather Brown
White
Light Blue
Gray
Brown Shingle Stain

French Gray
Pearl Gray
Chocolate Brown
Pea Green
Light Brown
Brown Shingle Stain

White
Emerald Green
White
French Gray
Lead Color
Green Shingle Stain

COLOR SCHEME "B"

French Gray
White
Black
Light Blue
Lead Color
Green Shingle Stain

Colonial Yellow
White
White
Light Blue
Light Brown
Brown Shingle Stain

Dark Steel Gray
French Gray
Black
Light Blue
Lead Color
Green Shingle Stain

Cream
Verdi Green
White
Light Blue
Light Brown
Green Shingle Stain

and steps take soft neutral shades of special friction resisting porch floor enamels or paints.

To guide you we tabulate, in the chart above, several successful color combinations that are always admired for pleasing and practical beauty.

How many coats should I put on?

This depends upon the condition of the surface. If it is badly weathered and worn or if it is new, three coats are advisable.

Over old painted surfaces in fairly good condition two coats will give very good results.

How much paint do I need?

Every full gallon of any paint contains 231 cubic inches. Disregard extravagant claims for "spread" or coverage capacities of various paints made for the same purpose. Quite plainly, the larger the area a gallon covers the thinner the film coating and correspondingly thinner the protective resistance—though the decorative and color value may be the same. The first purpose of paint is to protect and all reputable paint manufacturers have that thought first in mind.

The covering ability varies largely with the type and condition of the surface to be painted. We state lower on the page the various covering capacities for the various types of surfaces. First you will want to know how to estimate the number of square feet to be painted.

To find the square feet to be painted

Multiply the distance (in feet) around your building by two feet more than the height to the eaves.

Add to this result the number of square feet in the gables which is found by multiplying the height of each gable by $\frac{1}{2}$ the width.

To find number of gallons required

Divide the total square feet to be painted by the number of square feet one gallon will cover. This will give you the number of gallons required.

For New Wood: Always apply **THREE COATS** of paint. Master-Mixed will cover 210 sq. ft. per gallon and Longlife 175, on new surfaces.

For Good Surfaces, Paint Film Unbroken, Chalking Slight: Use **TWO COATS** for best results. Master-Mixed will cover 400 sq. ft. per gallon and Longlife 275, on this type of surface. For one-coat work (we never recommend one-coat work), Master-Mixed will coat 750 sq. ft. per gallon and Longlife 450, on good surfaces.

Old unpainted surfaces or old painted surfaces in bad condition need three coats. Use one gallon of Master-Mixed to 210 sq. ft., one gallon of Longlife to 175 sq. ft. for these conditions.

For fair surfaces with thin paint film chalking rapidly or for hard flinty surfaces,

apply two coats, allowing 340 sq. ft. of Master-Mixed per gallon, 240 sq. ft. of Longlife paint.

Allow one gallon extra for trimming to five gallons of body paint

What about thinning?

The priming coat is the most important part of the painting job. Any new or weathered surface must be primed or **filled** before putting on the body and wearing coats. Where old surfaces have never been painted or an old painted surface has weathered considerably, the texture of the wood is open and porous or "thirsty," so to speak, and must be **satisfied** with plenty of linseed oil before the finishing coats can be applied and expected to withstand the action of the weather.

On new, sappy or resinous lumber, put turpentine into the priming coat to "cut" the natural oils and resin in the wood and allow the paint to penetrate. On a painted surface, where the old paint is smooth and hard as flint, as for example, under a porch roof or up under the eaves, add some turpentine to cut the old smooth finish and give the new paint a better grip-hold.

Seroco Aluminum Paint is highly recommended for priming new surfaces, preventing moisture penetration and warping. Complete directions for thinning the priming and second coats are given on each label.

How should the house be prepared for painting?

New houses, never painted before, should be allowed to dry out for several weeks after the plastering has been done to allow the boards to dry thoroughly. "Green" plaster is always moist. Delaying the paint job makes certain the boards have not absorbed this moisture or do not retain it. Knots and resin streaks are often sealed with shellac to prevent later discoloration of the paint film. Another method is a thorough soaking with turpentine or naphtha 15 minutes before painting.

The objection to this treatment is that sometimes the dissolved resin will come to the surface or "bleed" through, showing discolorations on light-painted surfaces, although it will not show on dark colors.

We have obtained the best results by giving all knots and resin streaks a coat of Seroco Aluminum Paint. This tends to conceal these spots and check "bleeding" through of the stains and resins.

Houses that have been painted before must have the loose, scaly paint scraped off with either a putty knife or wire brush. Paint that is merely "chalking" or slowly wearing away need not be removed as it does not interfere with the firm foundation required for the new paint. Cobwebs, dust, and other foreign matter should be brushed off with the duster as you work around applying the first coat.

There are several incidental but important odd jobs you should do **before** beginning the actual painting. For instance, loose boards, cornice moldings, door or window trimming should be gone over, nailed up, and put in good condition so that they can be properly painted and not marred by later repairs. Any new boards that you must insert should be given a separate priming coat before being nailed into place. Otherwise they will flatten out and not show the glossy body of the rest of the paint job.

Eave spouts and conductor pipes should be examined for rust and replaced if badly rusted, or cleaned and painted over if only slightly rusted. Use your wire brush to remove the rust and provide a better painting surface. Our **Metal Roof and Gutter Paint** is made especially for resisting rust on metal surfaces. Paint downspouts the same color as the background of the house to keep them inconspicuous . . . the same as the trim if against the trim.

Window glass should be replaced before painting so that the putty will be painted over with the trim. Fresh putty applied later would look unsightly on freshly painted

Why It Pays to Use Seroco MASTER-MIXED House Paint

Regardless of name, make or price, you can't buy a better house paint than Master-Mixed. Considered from the standpoint of coverage, long wear, and resistance to every condition of climate, Master-Mixed is one of the most economical on the market. One gallon covers 400 square feet, two coats. It spreads easily, brushes well and dries quickly to a full gloss. Available in pure immaculate white and a complete choice of standard paint colors.

window sashes. A general replacement of old, dried putty will prove worth the effort at this time. Old sashes that are badly weather-beaten and extra dry should have a priming coat of house paint thinned with linseed oil brushed into the putty grooves before putting in the putty.

The roof and chimney should be examined carefully, loose or missing shingles replaced, brick joints around the chimney flashings cemented up, and the whole chimney tuck-pointed where needed. **Seroco Asbestos Fiber Roof Cement** proves most practical in making many chimney repairs and for stopping leaks in roll roofing or composition shingles.

The purpose of all these preliminary repairs is to avoid marring your new paint job later with scarring by ladders, falling debris, and conspicuous patchwork odds and ends.

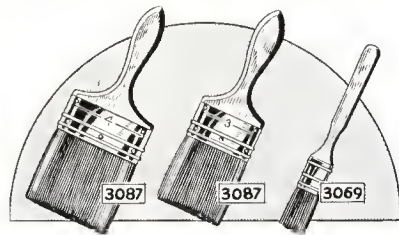
What tools and supplies do I need?

The paint you use should be **ready mixed**. Good paint is made and mixed by heavy machinery in a factory experienced and equipped for perfect mixing and grinding of the ingredients. The proportions are exact, and the mixing complete; wasteful guesswork is eliminated. Save money and labor with good, ready mixed paint.

Besides the assortment of brushes we describe below, you will need a small can of putty, a putty knife, sandpaper, and a paint paddle. A stiff wire brush is helpful in removing loose, scaly paint on old painted surfaces. Linseed oil and turpentine are needed to thin the first coats you apply.

What kind and size brushes should be used?

One large brush for regular work, a smaller brush for trimming, and a sash brush will be



For Outside Walls use a brush four inches wide.

For Painting the Trim use a brush three inches wide.

For Sash Work use a brush one to two inches wide.

required. Inexperienced painters will find the flat brush about 3½ or 4 inches wide (like our 3087), best for ordinary painting. Longer bristles are usually too hard for untrained wrist muscles to handle. Experienced painters are not tired by the spring of the long brush or its extra paint capacity. Unless you have had considerable experience with round brushes do not attempt to use one for trimming. They are designed for professionals.

For average use, a flat brush about 3 inches wide (our 3087), is a good size for general trimming. A sash brush 1 to 2 inches wide, like our 3069 has proved best for the home owner.

It pays to buy a good brush. It will do better and faster work and last longer if properly cared for. Be sure to read page 32 on "How To Care for Brushes."

Am I now ready to paint?

No. The paint must be stirred thoroughly. When you remove the top of the paint can you will find the oil at the top and the heavier pigments settled to the bottom. The

oil is the "vehicle" which carries the pigments uniformly over the whole surface. You must stir these pigments up into the oil to make the mixture uniform. A wooden paddle, about two inches wide, serves quite well. We furnish an iron paddle with all our 5-gallon cans of house paint. To



Stir paint well before using!

stir properly, pour off the surface oil into an empty bucket, then pour back a little at a time into the paint as the stirring progresses, keeping the mixture uniform at all times. Finally, pour the whole mixture back and forth from one container to another several times. With this even mixture you are now ready to begin painting.

Where should I begin?

Begin at an upper right hand corner of the building. Try to finish a day's work at a

corner or window to avoid laps and streaks. The place where you leave off one day's work and begin another will not then be noticeable at all, coming at a corner or next to a window, even though several days might elapse because of weather delays.

Paint west or north sides during morning hours, east or south afternoons, so that strong, direct sun will not blister the wet paint. You will find such a working plan more agreeable and comfortable for yourself as well. One may paint from a ladder, but two ladders with ladder jacks and a strong board to walk along will be faster and safer. Begin at the top and paint



Finish a day's painting at a corner or window.

What paint should I use for a concrete or stucco house?

From our years of experience we have found that a very satisfactory paint for stucco and concrete is a regular oil house paint like **Master-Mixed** or **Seroco Long-life**. Allow the house to weather at least a year before painting.

Colors for either concrete or stucco should be selected with an idea of naturalness, remembering that concrete blocks are molded to resemble cut and dressed stone. Stucco is but a modern form of the ancient plaster or adobe house. Such colors as are likely to be found in nature in the original material imitated seem best; avoid bright, flashy shades.

Before repainting a concrete or stucco house go over the surface with a stiff broom

down so that splashes will not damage the surface below. Allow four to six days, or longer if necessary, for each coat to dry.

or fiber brush to remove loose scales of paint. Do not attempt using a wire brush as it will mar the cement work.

For cement floors (inside or outside), use a good floor enamel. See recommendation on page 7.

What about a brick house?

A brick house has but one difference requiring special attention, otherwise proceed the same as for a frame house. In most brick walls there are certain salts that persist in working out to the surface as time goes on. This has worried painters ever since there were bricks to paint. We know of no perfect paint that will seal the surface and prevent chemical reaction of the salts. Our best suggestion is that you select a light color paint which will not make the effects of the salts as noticeable.

It always pays to look well to the condition of the mortar joints before painting a brick house, either old or new. No paint will adhere to a loose, crumbly surface, and if the paint comes off at the mortar joints and adheres to the brick you will soon have

a most unsightly house. Therefore, your time will be well spent going over the entire house and carefully tuck-pointing all bad joints. When repainting an old brick house, be careful to scrape off all loose or scaly paint. Watch this sharply, for it is much more easily overlooked than on a frame house.



Scrape off all loose or scaly paint before repainting bricks.

Brick surfaces which have been tuck-pointed within a year, also new brick surfaces, should be primed with a coat of **Sero-Var Spar Varnish**. Other unpainted brick surfaces require 1 quart of raw lin-

Seroco Linseed Oil and Turpentine Are 100% Pure!



Always be sure to use Pure Turpentine and Linseed Oil in your paint. You can be positive of the quality by purchasing them from Sears. We have sometimes found it necessary to refuse to accept tank cars of linseed oil because the oil did not come up to our specifications for purity and high quality. We refuse to sell any but 100% Pure Linseed Oil and Turpentine.

seed oil per gallon of house paint for the priming coat only.

Many painters advise a flat or dull finish paint for a brick house, but we do not recommend this as, in our judgment, a glossy paint will give the best appearance and protection. The life of any paint depends upon the linseed oil in it, and the oil is what gives the paint its gloss.

We add here a word of caution regarding the color. A brick house with an impossible brick color is a misfit in the landscape. The choice of color for a frame house is more or less arbitrary, but a brick house will always be a brick house no matter how much you paint it.

To paint the mortar joints white or black, as is often done, use a good straight-edge and the smallest size sash brush and run your lines perfectly parallel, disregarding the old mortar joints if necessary. Don't attempt to follow the old mortar joints free hand. This lining of the mortar joints is entirely a matter of taste, and we suggest it only on old weatherbeaten brick where something must be done to restore a dressy and trim look which weather and age have taken away.

Is there any economy in using cheaper paint for barns?

There is in the first cost only. To answer the demand for a cheaper paint for barns, fences and outbuildings, paint manufacturers have prepared a special paint compounded from metallic oxides, offered in a limited range of colors and sold at a much lower price per gallon than house paint. The durability and appearance of such barn paints are satisfactory for the purpose intended, and the lower price makes them economical to use. If you are particular about your barns and outbuildings and wish to secure the greatest durability and the best possible appearance use regular house paint.

When painting a barn, as in all other painting, be sure the surface is perfectly dry. Paint will never stay on a wet or damp surface. Follow the same directions

for barn painting as given for house painting on pages 2 to 6.

Barns and outbuildings can be made unusually neat and attractive by using a trimming color when painting. If a barn is painted red, yellow or gray, a white trim is always effective. Paint all outbuildings in the same color combination and you will always have a neat, up to date farmyard. Barn paint is not furnished in white, but white house paint can be used for the trimming at small cost. If you use house paint for the body of the barn a larger number of good color schemes are possible.

Is house paint satisfactory for porch floors?

We recommend **Super Service Floor Enamel** for porch floors and cement surfaces. A house paint is made to withstand the weather only, not the constant foot friction to which a porch floor is subjected. Floor enamel is made to withstand both destructive weather and constant wear. It dries quickly and forms a tough film that can be walked on and scrubbed regularly.

Nail holes and cracks should be filled with Seroco Crack and Crevice Filler before painting.

On old porch floors that have been painted and are in fairly good condition, thin a small quantity of the floor enamel with turpentine and paint the worn spots in front of doors where the paint is entirely worn away. Allow these patches to dry and then apply a coat of floor enamel just as it comes in the can. If an especially

good job is desired apply another coat of enamel after the first coat is perfectly dry.

Cement Floors will show better results if first washed with a solution of 2 lbs. of zinc sulphate dissolved in 1 gallon of water.

Why is a shingle roof stained instead of painted?

Most wood shingles are made of rough-sawed cedar and are undressed. This gives you a porous, rough surface which is quite difficult to paint. Moreover, shingles must



To withstand this hard wear use
Super Service Floor Enamel.

withstand severest conditions and repeated absorption of moisture from the edges and under surfaces where paint cannot be applied. Paint covering only the exposed surfaces tends to retain this moisture in the shingles and accelerate decay. The best treatment for wood shingles is a creosote shingle stain. This provides a decorative color and at the same time a preservative to protect the wood from the action of the weather and decay.

Shingles should be dipped in the shingle stain whenever possible so as to become thoroughly saturated with the creosote mixture. However, excellent results are obtained if the stain is brushed or sprayed on after the roof has been shingled.

From the standpoint of appearance, the painted shingle roof loses the natural effect that is retained when shingles are stained. Stained shingles look exactly like the unstained ones except that the color has been changed. The preservative element has penetrated the interior of the shingle.

The painted shingle, on the other hand, presents quite a different appearance from the unpainted (stained) shingle. Both the color and the preservative elements of the paint are on the surface only, and provide little protection from decay or rot caused by water absorbed at the edges and under side of the shingles.

This is especially true of shingles used for siding or wide undressed siding lumber, found on so many bungalows. The architectural idea is to have a rough, semi-finished appearance, and the use of a glossy paint, which covers and smooths the surface, defeats the very object desired.

Can I dip my own shingles?

This is easily done by anyone.

Place your shingle stain in an old kettle, tub or barrel, preferably of metal, keep it thoroughly stirred, and dip the butt or thick end of the shingles into the stain about two-thirds of the length of the shingle,



It's easy to dip shingles.

holding them in the liquid long enough to allow for sufficient penetration. Then spread the shingles out loosely to allow the stain to work into the wood.

As soon as the shingles are dry enough to handle conveniently they may be taken up onto the roof and put in place.

After the roof has been finished you will probably find that you have a more or less mottled surface because all shingles are not of the same degree of hardness or some may be more porous than others. To offset this, take a can of shingle stain and a brush and touch up the light spots. You will find this little work will correct the mottled appearance and leave a uniform looking roof or siding.

Dipping the shingles with a variety of colors produces a multi-colored roof of attractive, modern vogue.

Can I stain a wood shingled roof darkened from weather?

Either Seroco Master-Mixed Shingle Stain or Seroco Standard Shingle Stain can be used most successfully for an old wood shingled roof that has become darkened from weather exposure. This work should be done after several weeks of hottest weather so that the shingles will be dry and absorbent.

What will stop leaks on gravel or prepared felt roofing?

Gravel roofs for the most part have a Coal Tar base, and Tar Base Roofings less

Protect Shingles with Master-Mixed Shingle Stain



Add color to shingles for roofs or siding by treating them with Master-Mixed Shingle Stain. It contains a high percentage of creosote oil, the best known preservative for wood shingles. This stain can also be either brushed or sprayed on. Choice of popular roof colors. Multi-colored effects can be obtained by treating shingles with a variety of colors.

than about 5 years of age would still be chemically active and should ordinarily be coated with more tar instead of asphalt.

Tar surfaces that have aged and dried out can be coated with asphalt most satisfactorily. The best type of roof coating for felt roofing or composition shingles is a mixture of an asphalt base material and asbestos fiber. This is made in two consistencies—one a thick, plastic product, our **Asbestos Fiber Cement**, applied with a trowel or putty knife and used to fill holes or leaks in roofs; the other, **Seroco Asbestos Fiber Liquid Roof Coating**, just thin enough to be brushed.

Leaky roll roofing or composition shingles should be coated with the Liquid Roof Coating. Before applying, the entire surfaces should be well swept, and then any open holes should be filled with the Asbestos Fiber Cement (or covered with a cloth patch cemented into place with the Liquid Roof coating) protruding nails removed, loose seams or shingles cemented or nailed, and flashings around chimneys, skylights, etc. made watertight with a heavy coat of **Seroco Asbestos Fiber Cement**.

Thoroughly dried out roll roofing and composition shingles could use a priming coat of a thinner asphalt material, such as Standard Asphalt Roof Paint, on account of their extra porous nature, otherwise two coats of the Asbestos Fiber liquid coating may be needed to secure good service.

Metal roofs and concrete roofs can also be coated with **Seroco Asbestos Liquid Roof Coating**. Clean the roofs thoroughly. Scrape rusty metal roofs thoroughly with a wire brush. On concrete, apply two coats as it is very porous.

Wood shingle roofs cannot be practically repaired with Liquid Roof Coating. Replace faulty shingles or renew the entire roof with wood shingles, roll roofing, or composition shingles.

What paint will keep composition roofing watertight?

An asphalt base material, such as our **Rufix**, is recommended as it spreads well and makes a smooth, glossy appearance. Our **Asbestos Fiber Coating** is also satisfactory for this purpose. The asphalt primer referred to could be used in conjunction with either of these materials if the composition roofing were extremely dried out.

What will waterproof outside of a concrete block foundation?

We recommend **Seroco Asbestos Fiber Roof Coating**. This should be applied to the outside of the foundation, before the earth is filled in, to a point slightly above the ground surface. This material is also excellent for coating the outside of brick work in building cisterns.

What should be done to protect underground iron work?

A good asphalt coating, such as our **Rufix**, is the best protection for iron or steel work of all kinds, such as pipes, tanks, steel fence posts, conduits, structural iron, etc., that are to be buried underground.

Exposed metal work (tanks, silos, roofs, etc.) will resist rust and last much longer if finished with **Seroco Aluminum Paint** or **Seroco Metal Roof and Gutter Paint**.

What will preserve fence posts from decay and insect pests?

Seroco Pure Creosote Oil Wood Preserver is the best preservative you can use to coat wood fence posts before putting them in the ground. (Also an excellent insecticide for poultry houses, pens, stock, etc.) Creosote oil, as a wood preservative, is recommended by the U. S. Dept. of Agriculture as more effective for the purpose than coal tar and more economical in actual practice. **Seroco Creosote Oil Wood Preserver** penetrates deeply, stopping the destructive action of decay, worms, termites (white ants), etc.

Creosote Oil Wood Preserver can be used cold for dipping purposes, but better results are obtained by hot dipping or "hot and cold" dipping. Whichever method you use, the posts should be well seasoned, thoroughly dry and free from all bark. Creosote Preserver is not highly inflammable although it will burn. So, when using hot, it is advisable to place the treating tank at a safe distance from buildings.



Prevent decay by dipping fence posts.

Dip the posts in a kettle or tank deep enough so that the treated part of the post will extend up about six inches above ground level when set. Posts should be soaked in the liquid from 30 minutes to three hours, larger posts requiring more time than small ones. An old steel barrel, with one end removed, makes a satisfactory tank. For hot dipping, this may be mounted over a shallow pit in which you can build the fire. For best results the Preserver should be heated to a temperature of 200 degrees or slightly more.

Better penetration and consequently more thorough and lasting protection is obtained by leaving the posts in the tank

of hot solution until it cools. A fire can be started in the morning and allowed to die down during the day while you go about your regular duties. You can speed up this process, however, by soaking the posts in the hot solution and then transfer them to a second tank of cold solution for cooling. In the meantime you can be heating up a new lot of posts in the first tank.

This comparatively simple and inexpensive process of treating wood posts is one that pays big dividends in the longer and more satisfactory service you get from posts. It is highly recommended for any type of wood construction that must be buried underground.

INTERIOR WORK



It's easy to keep floors beautiful looking.

What is the best way to finish a new floor?

That depends first—on the kind of wood you have and second—on the color or appearance

you wish to obtain on the new floor.

What are the kinds of wood used for floors?

Floorings may be grouped into two general classes of wood—open grained and close grained. Woods of loose, open formation with slight openings between the fibers, such as oak, walnut, mahogany, etc., are called “open grained.” Other woods, such as maple, beech, pine, etc., whose fibers are fine and held closely together are called “close grained.” Some hardwoods are open grained and some are close grained, but practically all soft woods are close grained.

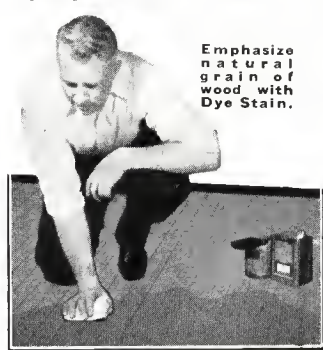
The open-grained woods must have their coarse, open formation filled with some hard-drying substance, such as Seroeco Paste Wood Filler, so as to give a smooth surface on which to put the finishing or “wearing” coats. The close-grained woods often need no preliminary preparation unless they are extremely soft and porous. Then it is necessary to use a priming coat to seal up the wood so that the finishing coat will remain on the surface.

How does color or appearance determine kind of finish to use?

If the natural grain and figure of the wood is attractive, it is usually desirable to use a clear varnish such as Seroeco Super Service Floor Varnish on the floor and thus preserve both the beauty of the natural color of the wood and the attractive natural grain. Wax should be used on floors only after they have been properly coated with varnish. If, on the other hand, the floor is made of soft wood or of ordinary unselected hardwood boards possessing no particular beauty of grain, it is often advisable to give the floor an opaque coating that will cover up the wood entirely. In this case, the color and wearing surface are combined in one product—floor paint or enamel.

What kind of stain should be used for floors?

Special transparent stains are made for floors and other woodwork where the natural beauty of the grain is to be enhanced. If you prefer darker shades than the natu-



Emphasize natural grain of wood with Dye Stain.

ral wood these stains (Seroeco Dye Stains) enable you to secure a rich oak, mahogany or walnut color. The color ob-

tained by the use of these stains depends

upon the character of the wood, amount of stain applied and the way it is handled. Complete instructions are to be found on all labels.

The stain, no matter how lightly applied, will always give you a darker shade than the natural color of the wood itself. **You cannot stain a dark wood and get a lighter color or shade.**

What should be done after staining the floor?

The next step to be undertaken after staining the floor is to apply a filler when necessary. Close-grained woods such as pine, birch, maple, gumwood, etc. require no filling. Open-grained woods, oak, walnut, mahogany, etc. require a wood filler. Before applying this filler, if the floor has not been stained but left in its original color, remove all grease spots and surface discolorations, then sandpapering until perfectly smooth. Next fill the wood with a good Paste Wood Filler, following the directions on the label.

After removing the surplus filler clear down to the wood, wipe the floor clean, rubbing it with a clean, soft cloth, **with** the grain. Fill only a part of the floor at a time, removing surplus filler before filling the next section of floor.

Can I varnish or wax a floor without preparing it beforehand?

If the floor is open-grained wood, it **must** be filled before any finishing coat is applied, as stated above. Of course, a close-grained floor needs the usual preparation, such as sandpapering and removing all spots and discolorations.

If the floor requires scrubbing, be sure that it is perfectly dry before applying any finishing coats; also be sure to rinse the floor thoroughly with clear water, because soap and washing powders contain certain chemicals which are injurious to paint and varnish. The floor can then either be stained and given a thin sealer coat of shellac, or left in its natural color. You are then ready to varnish or wax the surface.

How many coats of varnish should be applied?

After you have prepared the surface by staining and filling according to the kind of



There's satisfaction in a job well done!

wood and the color desired, and the surface is perfectly dry, apply a coat of **Seroco Pure Shellac** thinned with one part **Seroco Shellac Thinner** to two parts shellac. This shellac coat is necessary only when varnish is to be applied over stain on new unfinished floors, to seal in the stain and prevent it from

“bleeding through.” If no stain is used apply a coat of good floor varnish such as our **Super Service** or **Extra Durable Floor Varnish**, thinned with about 10 percent turpentine. Then apply two coats of varnish in its natural consistency, allowing the necessary time for drying between coats. Our **4-Hour Varnish** is an excellent, quick-drying varnish for floors.

Should I use shellac as an undercoat on new floors?

Do not use shellac on floors except as a “sealer-coat” before applying varnish over a penetrating stain. Shellac is a brittle, hard, fast-drying substance which does not penetrate the wood, but forms a thin, impervious coating. It is used by many painters as an undercoating because it seals the pores and keeps the finishing coats of paint or varnish from sinking in. In this way, an apparently full-bodied, fine

Seroco Super Service Floor Varnish—None Better!



Mar-proof, heel-proof and water-proof—that's the kind of surface you'll have with Super Service Floor Varnish! It's the varnish that stands up under the most severe service. Noted for its long wear and continued good appearance. Easy to put on, dries quickly and leaves a rich glossy deep film that's tough and hard. One gallon covers 600 square feet of floor.

appearing finish is quickly and cheaply obtained. But, too heavy a coat of shellac will form a hard, smooth surface which will not hold varnish and "chipping" may result.

Many of the so called "liquid fillers" (designed to take the place of shellac or pigmented fillers) are cheap rosin varnishes which dry quickly in much the same way as liquid shellac, and break down even quicker than good shellac.

We believe in all cases that a better finish can be built up with two or more coats of paint or varnish applied direct to the wood, the first coat thinned with turpentine in order to allow it to saturate the fibers of the wood and obtain a good anchorage. This will give you a good solid finish that will withstand hard wear.

What do I do to a varnished floor worn through in spots?

It is impossible to "touch up" such a floor to make it appear absolutely like new. The only way to get a perfect floor in such a case is to remove the varnish from the entire floor, touch up the worn spots with stain to get a uniform color and then re-varnish the entire floor. It may be necessary to restrain the entire floor, which will make it a shade darker than it was originally. If you have nicely-finished floors, it pays to take care of them. Don't permit them to "wear through" in spots. Revarnish your floor or the most used portions as often as is necessary to keep the finish intact.

In some cases it may not be necessary to remove the varnish from the entire floor. Scrub the worn spots until there is no dirt in the pores of the wood and then stain the spots the same color as the rest of the floor. This is the difficult part of the job and it is best to put the stain on lightly at first and gradually work up to the right shade. When the stain is dry, apply a thin coat of shellac over the stain, varnish these refinished spots and allow the varnish to dry thoroughly. Then apply a coat of varnish to the entire floor.

Another way to touch up a floor of this kind without removing the varnish is to give the worn spots a coat of colored varnish, such as our **Super Service Color Varnish** which is furnished in all the standard finishes, such as oak, walnut, mahogany, etc., using the same color as the rest of the floor. When the color varnish is dry, added protection can be given with a coat of clear varnish such as our **Super Service, 4-Hour or Extra Durable** over the entire floor.

What must I do to a floor before waxing it?

There are two kinds of waxed floors. Most floors are varnished and then waxed. This is the preferred method. Some floors are filled and stained and the wax applied without any preliminary varnish coat.

For a waxed surface on a varnished floor, follow directions for varnishing, and when the final coat is dry several days apply a coat of floor wax, either liquid or paste, with a soft cloth. When the wax is dry, rub it to a polish with a soft woolen rag or cheesecloth, using long sweeping strokes. Our wax applicator is very handy for applying wax and our wax buffer is excellent for polishing waxed floors.

The longer floors are treated with wax, the better protection it gives and the more beautiful the luster and polish. Above all, do not allow one coat of wax to wear entirely away before rewaxing. If you allow the wax and varnish to wear away in spots so that the wood underneath is exposed and becomes filled with dirt, you can never patch it up and have a satisfactory job. The only thing to do then is to remove all the wax and stain, and varnish the floor again, which is considerably more work than to rewax the floor before the wax entirely wears away.

If you wish to apply the wax directly to the stained surface without varnishing, apply with a soft cloth and, when dry, rub to a polish. A floor finished this way will have a soft, velvety finish without a high gloss. However, we think it is better to give the floor a coat of varnish thinned with 10 percent turpentine before applying the wax. You will not lose the soft, dull effect finish, and the varnish will fill up the pores and keep the wax from sinking into the wood.

Will regular house paint do for painting a floor?

No, you should not use house paint on a floor. House paint is made to withstand



A waxing brush is handy to use.

destructive weather, but it will not stand up under constant foot friction. Always use a good floor enamel to paint a floor, because it contains a large percent of varnish, which not only forms a tough surface film, but also produces a beautiful finish.

A floor does not need any special preparation for painting unless it has wide cracks between the boards, and then they should be filled with a crevice filler such as our **Seroco Crack and Crevice Filler**, specially prepared for use on floors. Apply one or two coats of floor enamel (at least two coats on new work or old worn surfaces), allowing 24 hours for one coat to dry before applying the succeeding coat. Thin the first coat with one pint of turpentine per gallon. We recommend **Super Service Floor Enamel** or our **Standard Porch Floor and Deck Paint**. Either of these will dry dust-free in two hours and hard enough for use in twelve hours.

What special instructions are there for repainting old floors?

If the paint has worn entirely away in spots and the wood underneath is exposed, give these spots a coat of paint thinned with a little turpentine and allow to dry thoroughly. Then apply two coats of paint to the entire floor, making sure that the first coat is dry before applying the succeeding coat. By first giving the worn spots an extra coat of paint, the floor will have a uniform appearance when finished.

Sometimes, in old floors, the wood will shrink, making wide cracks between the boards. These cracks should be filled with crevice filler before applying any paint.

Can staining and varnishing be done in one operation?

Yes, there are colored varnishes on the market, such as our **Seroco Super Service** or **Seroco Standard Color Varnishes**, which are combined stains and varnishes. They are furnished in all standard finishes, such as dark oak, light oak, mahogany, walnut, etc. The dark colors can be applied over any kind of finish with satisfactory results, but, when applying a light color over a dark finish, you should first give the surface a coat of undercoat or ground color, such as our **Seroco Undercoat or Ground Color**. Then, when it is dry, apply the Color Varnish.

The number of coats needed depends on the color of the original finish, together with the color of the color varnish. If the

color of the varnish is almost the same as the original finish, one coat may be all that is necessary, but if there is a great deal of difference in the new color, it may be necessary to apply more than one coat to get a perfect result.

Although color varnish will produce excellent results, when it comes to new wood, we prefer the method of applying the stain and varnish separately (see pages 10 and 11) which gives a more natural finish.

No special preparation of the surface is required before applying color varnish unless the old finish shows evidence of peeling and then the surface should be gone over with a wire brush and duster and all the old, loose coating removed. Where color varnish is used on a floor, more permanent results can be obtained by giving the surface a final coat of high grade, clear floor varnish such as our **Super Service** or **Extra Durable**.

What kind of varnish should be used on linoleum?

A clear floor varnish, such as **Seroco Linoleum Varnish** should be applied to printed linoleum or floor oil cloth to protect it from direct contact with heels, moving furniture, etc., and keep the pattern from wearing away. Being tough and thin, it will dry hard, but remain pliable like

the linoleum itself so that it will not crack or check. The pattern will be kept bright and new and there will be no danger of grinding any dirt into the linoleum. If you apply this finish to old linoleum, be sure that the surface is perfectly clean

and dry. One coat is all that is usually necessary for a good protecting coat, but you should be sure to refinish again before the coating wears entirely away.



Linoleum Lacquer protects the surface.

We recommend **Seroco Linoleum Lacquer** as a durable, protective coating for any type of linoleum floor covering if it has not been painted or varnished in the previous six months. New inlaid linoleum is often waxed at the factory. This wax must wear away or be otherwise removed before either varnish or lacquer applied over it will dry properly.

On new inlaid linoleums, many use our **Seroco Super Service Liquid Wax, Standard Liquid Wax** or **Seroco Floor and Furniture Wax**. All that is necessary is to apply with a cloth or **Wax Spreader**, allow to set fifteen minutes and polish with a dry cloth or our **Wax Buffer**.

What are the different ways I can finish my woodwork?

There are many ways of finishing interior woodwork; it all depends on your personal taste, because the subject of wood finishing has been studied and worked out so thoroughly by experts that, no matter what kind of wood is used for the woodwork of your home, you can usually have any kind of finish you want. Of course, some woods take a certain finish better than others, and if you are building a new house, you should decide how you want the woodwork finished before it is put in.

The most common way of finishing a wood that has a good natural grain is staining and varnishing. Sometimes the stain is used merely to bring out the grain of the wood, and sometimes it is used to produce the effect of a different wood altogether. For example, it is a common practice to stain birch to represent mahogany. The varnish is the wearing and protecting coat. Varnished woodwork is always in good taste and is appropriate for any room.

Woodwork is sometimes waxed, which gives the wood a soft, dull finish, similar in appearance to a varnish finish, but not so glossy. A similar effect can be produced by using a "flat varnish" or a "rubbed finish" varnish such as our **Semi-Gloss Varnish**. This dull, wax finish is quite popular and can be appropriately used on the woodwork of any room in the house.

Enamel is used a great deal, some preferring to use it on woodwork throughout the house. Ivory or white with mahogany or walnut stained doors and window sills is the most popular and, perhaps, pleasing color scheme. Some prefer the living room, dining room, etc., finished in natural wood color and the bedrooms, bathroom and pantries enameled white or some delicate light shade. This combination always makes

a charming and up to date home. Enamel can be washed without injury to finish or color.

When woodwork is to be enameled or painted, it does not have to be of as good grade as when it is to be stained and varnished, because the enamel or paint covers up the grain and color of the wood.

What must be done to woodwork before varnishing?

The same is true of woodwork as of floors. You must first consider the kind of wood, and then the color or appearance you wish to obtain. If the wood is of the open-grained type, such as walnut, ash, oak, mahogany, etc., it must be filled with a specially prepared paste wood filler before any finishing coats are applied. If the wood is close-grained, such as pine, birch, beech, maple, etc., it does not require filling.

If you wish to change the color of the wood, then it must be stained. After the stain has dried thoroughly, apply one coat of our **Pure Shellac**. This seals the pores and produces a smoother finish. After the shellac has dried, usually in three hours or less, apply two coats of varnish in its natural consistency, allowing twenty-four hours for the first coat to dry before applying second.

Can I use the same varnish on all woodwork in the house?

If desired, a good spar varnish may be used on woodwork throughout the house. However, most people find a good interior

varnish such as our quick-drying **Four-Hour Varnish** more practical for the woodwork in living rooms, bedrooms, dining rooms and hallways. **Seroco Four-Hour Varnish** is also especially suitable for kitchens, pantries and bath-



Varnished woodwork always in good taste.

rooms, because, being waterproof, steam and vapor will not turn it white. Moreover, it will withstand the frequent wash-

ings to which kitchen and bathroom woodwork is necessarily subjected.

Can shellac be used on woodwork?

Shellac is satisfactory for use on woodwork as a first-coat to seal up the pores of the wood, but we do not recommend its use on surfaces that are subjected to severe wear, as explained on page 11. Do not use shellac in warm, moist weather, as shellac absorbs moisture and throws off color, sometimes turning white. If you should have this occur, the discoloring can be removed by rubbing over the surface with a cloth dampened in alcohol.

How is a "rubbed finish" obtained on woodwork?

A beautiful rubbed finish effect may be produced by using a flat finish varnish such as **Seroco Semi-Gloss Varnish**. It produces a soft, dull finish that an expert wood finisher can scarcely tell from a hand-rubbed finish. It is applied just like any other varnish.

The genuine rubbed finish is obtained as follows: after the varnish has become perfectly dry and hard, it is rubbed with finely powdered pumice stone and either water or a non-drying rubbing oil, such as thin motor oil or sewing machine oil. The rubbing is done with a felt pad, usually a piece of felt about 1 inch thick, 2 inches wide and 4 or 5 inches long. The ends are turned over a block of wood and tacked down.

If water is used, the rubbing felt is soaked in the water and the surface to be rubbed is flooded with water. If oil is used, the pad is soaked with oil, but no oil is used on the varnished surface. The varnished surface must never be rubbed dry or it will scratch.

The wet felt pad is dipped in the dry pumice stone powder and the varnished surface is rubbed with the grain until the surface is smooth and the high gloss has been removed. When rubbing between

coats, water must be used instead of oil, as additional coats will not adhere to the oil-rubbed surface. After the rubbing is finished, the surface should be washed with clear water and rubbed dry with a clean cloth. The surface may then be polished by rubbing it with rottenstone and oil.

After a thorough rubbing with the felt pad, high-class cabinet work sometimes receives a final finish by rubbing with the palm of the bare hand, using rottenstone and oil. A "short oil" varnish such as our **Seroco Furniture Varnish** responds best to this treatment.

What precautions should I take in revarnishing woodwork?

Woodwork that is to be revarnished does not usually need any preparation except to remove the gloss of the old finish with fine steel wool or No. 00 sandpaper, rubbing lightly with the grain. Then wipe off the surface with a clean cloth before varnishing.

When the old finish is in fairly good condition, and you are revarnishing it to brighten it up, one coat is usually all that is necessary. Of course, if the woodwork is in very bad condition, with the varnish cracking and chipping, it will be necessary to remove all of the old varnish with a preparation such as our **Seroco Paint and Varnish Remover**. After removing the old varnish, allow surface to dry, then wash it with either turpentine, painters' naphtha or gasoline, allow time to dry and apply one coat of shellac and two coats of varnish, sandpapering surfaces slightly between coats.

When revarnishing kitchen, pantry or bathroom woodwork, always wash the woodwork first with soap and water, or, better yet, use our **Seroco Paint and Varnish Cleaner or Pure Linseed Oil Soap** to remove any grease or dirt deposited by steam or vapor. These cleaners leave a clean surface free from soap, alkali or powder.

Is wax ever used on woodwork?

Wax is often used on woodwork. It produces a popular soft, dull finish and is

Seroco Semi-Gloss Varnish Gives "Rubbed" Effect



You can give furniture and woodwork that much desired hand rubbed appearance, without any of the hard work of hand rubbing. Just brush on Seroco Semi-Gloss Varnish, like you would any regular varnish. It dries overnight, giving a soft, semi-gloss effect. Looks and wears like the best hand rubbed finish. One coat is usually enough for the average surface; new wood should have two or more coats.

easily kept clean. There are two kinds of

wax finishes. One is secured by varnishing the wood-work and, when dry, applying a coat of wax and rubbing to a polish. In this case, the wax is used as a polish. The other way is to fill and stain the



Polish wax with long sweeping strokes.

wood and apply the wax without any preliminary varnish coat. This is a real wax finish because the wax is both the wearing and the finishing coat. However, we recommend that after the wood has been filled and stained, you first apply a thin coat of our **100% Pure Shellac** and then apply the wax. In this way, you lose none of the dull-effect finish and, in addition, will have a substantial wearing coat that will thoroughly protect the wood.

When a coat of wax is dry, it should be polished with a woolen cloth or cheese-cloth, using long, sweeping strokes, until it attains a beautiful luster. This wax effect can also be obtained by the use of a "rubbed finish" varnish, such as our **Semi-Gloss Varnish**.

How should I go about enameling woodwork?

The best enamel finish is usually built up with several coats. For the first two or three coats, professional painters mix a flat white undercoat which makes an excellent foundation for enamel. For the benefit of amateur painters, paint manu-

facturers now list a special flat white paint which is usually called Undercoat for Enamel, such as our **Seroco Brand**. You should always use Undercoat for the first coats, as it is a priming coat, foundation coat and color coat all in one and will save you time and money.

To enamel woodwork, have the surface smooth, dry and perfectly clean. Apply two or three coats of Undercoat until surface is thoroughly covered. Allow each coat to dry thoroughly. If the finished work is not to be white, mix the last coat of Undercoat with a little of the enamel which is to be used for the finishing coat. Sandpaper the surface very lightly and dust it off. Then apply a coat of enamel, such as **Seroco Gloss Enamel**, the desired shade, allowing 24 hours for this coat to dry.

One, or at the most, two coats of enamel will complete the job satisfactorily. Our excellent **4-Hour Enamel** requires considerably less drying time. If the final coat is to be white, our **Snowwhite Enamel** has no superior at any price. Enamel should not be brushed on like paint, but flowed on with long, even strokes. Use a good varnish brush. If enamel becomes too thick, thin it with a small amount of turpentine.

Can painted or varnished woodwork be enameled?

Enamel can be applied to any surface whether varnished, enameled, stained or painted. The only exception is an oil paint which has never dried hard. Both the undercoat and enamel dry to a very hard finish and therefore if applied over old paint which is comparatively soft, checking and "alligatoring" are almost sure to follow. Fortunately most interior paints dry hard and afford a satisfactory base for enamels.

If the old finish is in fairly good condition and a light color, just remove the gloss with No. 00 sandpaper or fine steel wool and apply one or two coats of enamel. If the old finish is very dark and you are applying a light-color enamel, one or more coats of Undercoat will be required to give you a good finish.

Polish Woodwork with Seroco Super Service Liquid Wax



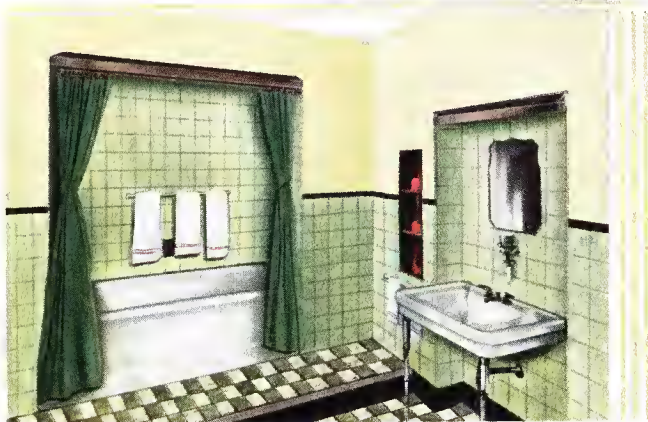
Highly polished floors, woodwork and linoleums are easy to keep brilliant looking by using Seroco Super Service Liquid Wax. Makes them easier to clean too. Quickly applied with a cloth or with our handy waxing outfit. Contains more hard wearing wax (Refined No. 1 Carnauba, the best) and less paraffine (soft wax) than any other liquid wax we know. That's why it's extra clear and free from sediment!

CHARMING BATHROOM COLOR SCHEMES

Lower Walls
(imitation tile) — Pastel green.

Upper Walls — Ivory.

Ceiling — White.
Seroco Gloss Enamel was used throughout.



Lower Walls
(imitation tile) — Buff.

Walls — Cream.

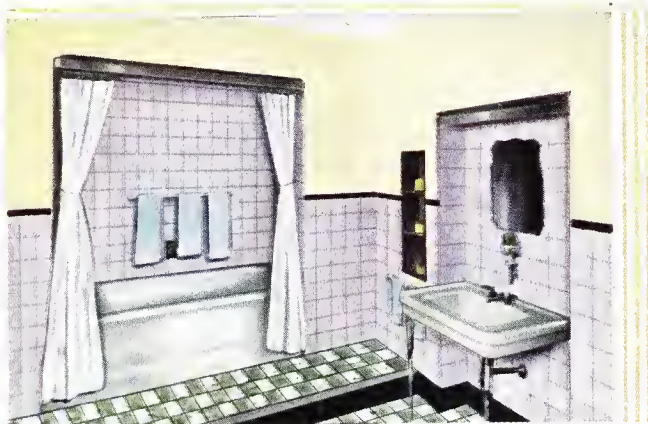
Ceiling — Ivory.

Seroco Gloss Enamel was used throughout.

Lower Walls
(imitation tile) — Seroco 4-Hour Enamel. Orchid.

Upper Walls — Ivory.

Ceiling — White.
Seroco Gloss Enamel was used on upper walls and ceiling.



LIVING ROOM COLOR SCHEMES

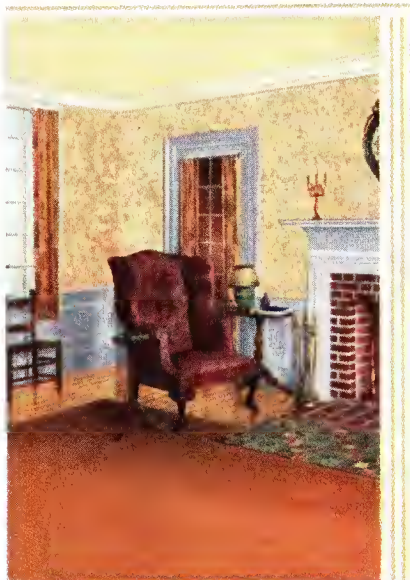


Walls—Seroco Flat Finish Paint. Cream stippled buff.

Ceiling—Seroco Flat Finish Paint. Ivory.

Floor—Seroco Super Service Floor Varnish.

Woodwork—Seroco Serotone Semi-Gloss Paint. Silver gray.



Walls—Seroco Flat Finish Paint. Buff stippled brown.

Ceiling—Seroco Flat Finish Paint. Cream stippled ivory.

Floor—Super Service Floor Varnish.

Woodwork—Seroco Serotone Semi-Gloss Paint. Light gray.



Walls—Seroco Flat Finish Paint. Silver gray.

Ceiling—Seroco Flat Finish Paint. White stippled ivory.

Floor—Super Service Floor Varnish.

Woodwork—Seroco Serotone Semi-Gloss Paint. Light gray.

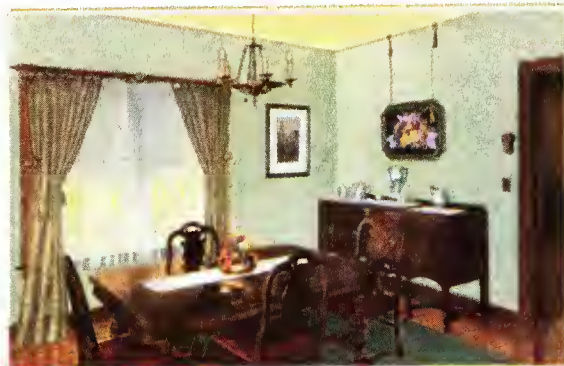
DINING ROOM COLOR SCHEMES

Walls—Seroco Flat Finish Paint. Buff stippled brown.

Ceiling—Seroco Flat Finish Paint. Ivory, stippled cream.

Floor—Seroco Super Service Floor Varnish.

★ If you prefer a semi-glass finish on walls and ceiling, use Seroco Seratane Semi-Glass Paint.



Walls—Seroco Flat Finish Paint. Pastel green stippled white.

Ceiling—Seroco Flat Finish Paint. Ivory.

Floor—Seroco Super Service Floor Varnish.

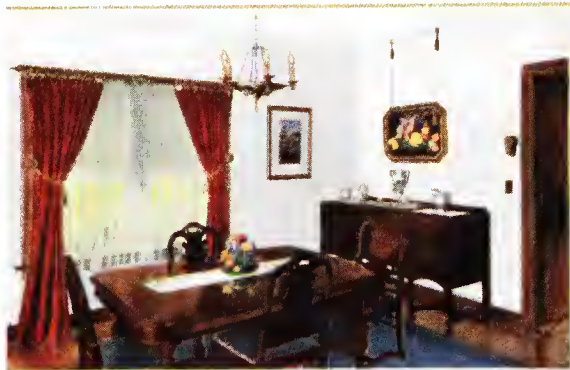
Woodwork—Seroco Super Service Color Varnish. Walnut.

Walls—Seroco Flat Finish Paint. Silver gray.

Ceiling—Seroco Flat Finish Paint. White.

Floor—Seroco Super Service Floor Varnish.

Woodwork—Seroco Super Service Color Varnish. Red mahogany.



COLOR IN THE KITCHEN

Lower walls (imitation tile)—Seroco Gloss Enamel. Buff.

Upper Walls—Seroco Serotone Semi-Gloss Paint. Sunshine yellow.

Ceiling—Seroco Serotone Semi-Gloss Paint. Ivory.

Woodwork—Seroco 4-Hour Enamel. Gray.



Lower Walls—(imitation tile)—Seroco Gloss Enamel. Apple Green.

Upper Walls—Seroco Serotone Semi-Gloss Paint. Ivory.

Ceiling—Seroco Serotone Semi-Gloss Paint. White.

Woodwork—Seroco 4-Hour Enamel. Gray.

Lower Walls (imitation tile)—Seroco Gloss Enamel Cream.

Upper Walls—Seroco Serotone Semi-Gloss Paint. Light Gray.

Ceiling—Seroco Serotone Semi-Gloss Paint. White.

Woodwork—Seroco 4-Hour Enamel. Cream. Door—Light gray with turkey red striping.



If the old finish is peeling and cracking badly, it should all be removed with Paint and Varnish Remover and the surface carefully washed with turpentine, gasoline or painters' naphtha to remove every trace of the Paint and Varnish remover. When thoroughly dry apply undercoat and enamel same as on a new surface.

When enameling kitchen, pantry or bathroom woodwork, always wash the woodwork first with soap and water or, better yet, use our **Seroco Paint and Varnish Cleaner** or **Seroco Pure Linseed Oil Soap** to remove any grease or dirt.

How should varnish and enamel be brushed?



THE CORRECT WAY TO APPLY VARNISH

(1.) Fill brush and flow liquid on *with* grain of wood. (2.) Next, with brush fairly dry, stroke *across* the grain. (3.) Brush lightly once more, *with* the grain.

Varnish and enamel should never be brushed out in the way that paint is. For varnishing or enameling, fill the brush and apply quickly and freely, "flowing" the liquid **with** the grain of the wood. Next, without filling the brush, stroke directly **across** the grain. This will help spread the

varnish or enamel in an even film, making up for any thin spot missed in the first application. Now scrape the brush fairly dry over the edge of can, and **brush lightly once more with the grain**, making your brush strokes as long as possible, to take up any surplus varnish or enamel which would otherwise run and make sags.

Try to choose a clear, dry day for varnishing and enameling and after applying, avoid moving around in the room as much as possible so as to prevent stirring up dust which will settle on the varnish or enamel and spoil the finish.

Does woodwork need any special preparation for painting?

Ordinarily it does not. Just apply from two to three coats of paint, according to the finish desired, allowing each coat to dry thoroughly before applying the succeeding coat. When the first coat is dry putty the nail holes and any little surface imperfections and allow the putty to dry thoroughly before applying the second coat.

When repainting woodwork, be sure that the surface is perfectly clean. Kitchen, pantry or bathroom woodwork, although it may appear clean, should be washed with soap and water, cleansing powder or our **Paint and Varnish Cleaner** to remove every particle of grease and dirt. Then rinse the woodwork thoroughly with clear water, because the chemicals used in many soaps and washing powders are so strong that they may keep the new paint from drying hard, with the result that it will not stand much scrubbing and may wash off at the next house-cleaning time.



For All Inside Varnishing—Seroco 4-Hour Varnish



Put it on at 8 o'clock, by noon you can walk on the floors or use whatever you've varnished. That's the quick drying speed of Seroco 4-Hour Varnish! Use it on floors, woodwork, furniture—anything inside that needs varnishing. It's unaffected by either hot or cold water. Provides an extra tough, glossy surface that withstands the most severe household usage and heavy foot traffic.

WALLS and CEILINGS

What finishes are there for plastered walls and ceilings?

Plastered walls and ceilings lend themselves to a multitude of treatments. The most desirable for any particular wall must depend upon the type of room, the use for which it is intended, the personality and preferences of those who occupy the room, the furnishings, durability, etc.

Kitchens and bath rooms quite naturally require a finish easily cleaned and resistant to wear. For these, the high-gloss enamels are usually first choice. Pleasing effects can be obtained by the use of a satin-finish or a semi-gloss paint in combination with these for the upper surfaces where wear is not quite so severe. Flat finish paint may be used, but it is not as easily cleaned. Kalso-mine is too readily affected by moisture to be a satisfactory finish for these two important rooms. Semi-gloss paint and high gloss enamel finishes are not restricted to the kitchen and bathroom. Every room in the house may be "highlighted" with glossy finishes, softer finishes being used for ceilings and upper wall surfaces, which, being free from hard wear, require less cleaning.

The succeeding pages describe fully the artistic effects obtainable by the use of various wall finishes.



Semi-gloss paints may be used on upper walls of kitchen or bathroom.

How should newly plastered walls be prepared for painting?

If you are building a new home and know in advance that you will paint certain walls, be sure to have a hard plaster finish or a hard white coat on the walls. After they are thoroughly dried out they must be sized (first-coated) in order to seal up the porous character of the surface and give you a non-absorbing foundation on which to apply the paint. Do not use a glue size or any water soluble coat under paint.



Use high gloss enamels on lower walls and woodwork of kitchen or bathroom.

Most paint manufacturers recommend a first sealer coat to be used in connection with any kind of paint for plastered walls, whether it be high gloss enamel or flat finish paint. We recommend **Seroco Wall Primer and Sealer** for this

purpose. It should be brushed on the walls just as it comes to you without thinning. If you have a sand finish plastered wall, you should proceed in exactly the same way, but, of course, you will not get nearly as smooth a job.

Be careful to see that the new plaster has entirely dried out before attempting to size or paint the walls. **If there is any moisture in the plaster, it will cause the paint to peel off later on.**

If Walls Get Hard Wear Use Seroco Gloss Enamel



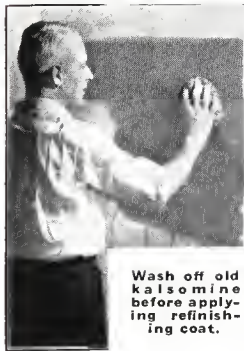
In kitchens, bathrooms, halls and for any other walls that soil easily, Seroco Gloss Enamel is the most satisfactory paint to use. Its rich high gloss has a porcelain-like appearance. It's easy to apply—leaves no brush marks, laps or runs. Hides old surfaces well. Dries hard overnight and leaves an extra durable finish. An occasional washing with mild soap and water quickly renews its freshness.

In repainting is it necessary to size the walls a second time?

Not if they are in fairly good condition. In painting over an old glossy paint, you should always use a little steel wool or sandpaper to remove the gloss and thus make a good foundation for the new paint.

In all cases of repainting, it is well to wash the walls and ceiling carefully with soap or washing powder. Steam and vapors cause a film of grease and dirt to collect on the walls (of bathrooms and kitchens especially) and this film must be washed off. If you neglect this preliminary operation, any paint you may apply will not dry properly and will be very apt to peel off later. Then be sure to rinse the walls thoroughly, because many soaps and powders contain certain chemicals which are injurious to paint. Seroco Pure Linseed Oil Soap or Paint and Varnish Cleaner are recommended for use in cleaning before painting. A good washing will in most cases save one coat of paint.

Can paint or enamel be applied over kalsomine?



Wash off old kalsomine before applying refinishing coat.

Kalsomine should always be washed off before applying any kind of a refinishing coat. Walls that are kalsomined have usually been treated with a glue size and both the kalsomine and the glue size should be thoroughly washed off.

You can then

start the same as on new walls and put on a

coat of Seroco Wall Primer and Sealer, and follow with the kind of paint you intend to use. If the plastered walls were originally left in the sand finish, you may find it very difficult to wash off all the kalsomine. You should, however, do the best you can, and the little kalsomine that will not come off by washing will not work any injury to the paint.

Can paint or enamel be applied over old wall paper?

It is not advisable to paint over wall paper if you are at all particular about the appearance of the finished job. The paper should be thoroughly soaked with warm water in which a handful of Sal Soda has been dissolved, and scraped off. If the walls are sized with a glue size, this will be washed off when you remove the paper and you can then start the same as on new walls.

What should be done to cracks and holes in plastered walls?

Before repainting, holes and cracks should be patched with **Patching Plaster**. Fill the cracks and holes and press the material in with a putty knife, but do not bother to trim it off. After the material used for patching is hard, use sandpaper or a scraper to give it a smooth finish.

What kinds and how many coats of paint or enamel are recommended?

If you want a glossy finish for kitchens, bathrooms or even bedrooms, dining rooms, etc., you should use an enamel. Enamels contain a large percentage of varnish with pigments very finely ground in the process of manufacture, they produce for interior work a fine, high gloss finish which will withstand repeated washings far better than paint.

Seroco Flat Finish Paint Gives Velvety Effects



Walls and ceilings take on a lusterless, soft-toned beauty when Seroco Flat Finish paint is applied. It gives your rooms a distinctive appearance of restfulness and comfort. It provides an ideal background for furniture and furnishings. Especially desirable for walls of living room, dining room and bedrooms. Its velvety smoothness insures a long lasting surface that does not readily show plaster or wood defects. Easy to brush on; dries hard overnight. Choice of many popular colors.

If you prefer a flat or dull finish, you should use a flat-finish paint made especially for interior use. This is a very popular finish for living rooms and gives you the soft, velvety texture of kalsomine with the added advantage of being extra durable. Moreover, it is not easily defaced. Flat finish paint can be washed and is an ideal wall finish for most living rooms. Our popular new **Serotone** (semi-gloss) paint is also widely used. It has the hard, smooth grained surface of fine enamel and the deep, soft color tone of kalsomine. It can easily be washed.

A dark colored paint will usually cover up the surface entirely with one or two coats. A light colored paint, on the other hand, must have a good light color foundation.

You will have to be sole judge of the exact number of coats of paint that will be necessary. Ordinarily with paint, two coats are sufficient. For a first class enamel job, on the other hand, you not only want a good, opaque covering, but a full-bodied gloss. If you skimp on the number of coats, you may find portions of the wall turning flat later on. To get a better foundation it is always advisable to use an enamel undercoat. Use two or three coats of this in order to build up a foundation and then apply a coat of enamel.

We use a special white undercoat for enamel. This is very opaque and will cover even very dark surfaces. For further information about this undercoat, see page 16. If the color of enamel you are going to use is about the same as was used before, you will find you will not need any undercoat at all.

In the end, the exact number of coats must depend entirely upon the results you get as you go along with the work.

Although common house paint is sometimes used it is not considered good practice because in the first place, house paint is manufactured especially to withstand outdoor exposure and has neither the quality nor the appearance that are desirable for interior decoration.

What brushes are used for painting walls and ceilings?

For inside wall paint, a regular flat paint brush should be used, slightly smaller but of the same type as is recommended for applying outdoor house paint. The same kind of brush can be used with enamels, but the smaller varnish brushes are to be preferred. Enamels, containing a large percentage of varnish, are a little harder to spread, and a large paint brush covers too much surface and soon tires the arm on account of the "pull" of the varnish.

How should walls be treated for kalsomining?

Any kind of wall, old or new, should first be treated with a glue size or kalsomine undercoat before kalsomining. Old kalsomine should always be first washed off. It is impractical to put one coat of kalsomine over another. The binder used in kalsomine is glue, and the water in the new kalsomine simply dissolves the first coat and the result is a bad mixture of the two coats. It is best to take plenty of time to wash the wall and resize it. Cracks and holes should be patched with patching plaster and such spots should be carefully sized.

What will add decoration to kalsomined or painted walls?

You always obtain a more decorative effect by using one color for the walls and a lighter, harmonizing shade for the ceiling. A picture or cove molding placed in the angle made by the wall and ceiling is a simple, artistic way of relieving the monotony of painted walls, or you can place the picture molding about 12 inches below the ceiling and let the ceiling and side wall coloring meet at the molding. White enameled molding is very smart and is especially desirable for use with light colors.

A cut-out wall paper border can also be used on kalsomined or painted walls and produces a very pretty and artistic effect at small cost and with very little work. It can easily be removed by soaking with water and scraping it off with a putty knife when you want to redecorate.

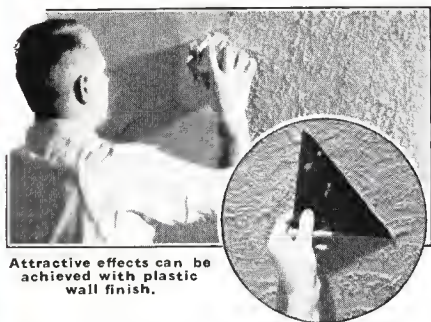
Serotone Semi-Gloss Paint—Popular for Interiors



Not too glossy and not too flat-toned, but just right to give a pleasing semi-gloss appearance—that's why Serotone is one of our most popular paints for inside walls and woodwork. Spreads on easily and hides the old surface perfectly. Retains its fresh colorful appearance for a long time and is easily cleaned with mild soap and water. Offered in a wide choice of colors.

What is Seroco plastic wall finish? What are its uses?

Seroco Plastic Wall Finish is a plastic paint that produces a rough plaster finish. It



Attractive effects can be achieved with plastic wall finish.

comes in the form of a white powder which is mixed with water to a paste-like consistency and applied with a brush. The ridges or rough plaster effects are obtained by touching a wad of crumpled paper, sponge or whisk broom to the surface. The raised portions are then flattened slightly by drawing a celluloid triangle across the surface. It can be applied over any clean, dry surface, including wallboard, plaster, paint, brick, wood or stone. An average texture requires approximately one pound of material to one square yard; heavier textures require slightly more material.

After drying, the surface should be coated with our Plastic Wall Size or any flat white paint and glazed to desired color. Our Seroco color glazes are made in several attractive colors for your convenience.

How can I do sponge stipple work?



Tiffany sponge work.

Sponge stipple work differs from the ordinary painting operation as follows: instead of applying paint directly to the wall or ceiling with a brush, the paint is brushed out on a piece of

cardboard or tin. One side of a sponge is pressed into this wet paint on the cardboard. Then the side of the sponge containing the wet paint is pressed against the wall. This leaves painted imprints of the sponge on the wall.

To secure the most artistic effect from this type of wall decoration, a solid color background, preferably of a lighter shade, should be applied to the wall with a brush and allowed to dry before starting the sponge work. Many prefer to cut the sponge smoothly in half using the flat cut side for applying to the wall. By pressing this flat side to the wall at different angles, a variety of pleasing effects may be secured. The effect may be varied by a difference in the amount of pressure used when applying the sponge to the wall. After the background has been allowed to dry, several different colors may be applied one after another, with the sponge if desired, and many handsome and interesting effects obtained in this way. Use any of our Seroco paints for this work.

A folded cloth or rag, crumpled newspaper, etc., may be used instead of a sponge to secure novel decorative effects on your walls.

What are the suggested uses for cold water paint?

Cold Water Paint is the modern white-wash. It is furnished in two types (interior and exterior) in powdered form in white only, ready for mixing with cold water. This paint makes an inexpensive coating for the interior or exterior of factories, summer cottages, barns, chicken houses, fences, etc. May be applied over wood, brick, cement or concrete and can be either brushed or sprayed on. For providing a temporary surface, this paint is unsurpassed. The interior type is similar to kalsomine in that it can quite readily be washed off.

The exterior type of cold water paint is practically unaffected by water because of a different kind of binder used which makes it suitable as a washable inside finish as well as a comparatively durable exterior paint. When permanent protection is desired, we suggest our **Seroco Barn Paint** or **Seroco House Paint** for exterior use and **Serotone (Satin Finish)** or **Seroco Flat Finish Paint** for interior use.

REFINISHING FURNITURE

Can I do a successful job of refinishing old furniture?

With a little patience and the proper materials, anybody can refinish old furniture practically like new. There are many materials, especially prepared for refinishing furniture, such as our **Seroco Varnishes,**



4-Hour Enamel gives colorful effects.

Color Varnishes, 4-Hour Enamel, Decorative Enamel and others which make the work both easy and intensely interesting to the man or woman who takes pride in attractive and harmonious home surroundings. Often the old finish only needs renewing. But sometimes it is desirable to change it to an entirely different kind of finish. Often a piece of varnished furniture may be

in good condition, but the finish has lost its "newness" and luster through ordinary, everyday use, causing it to look old and shabby. You will find that a good coat of varnish will work wonders in restoring its original brightness.

Excellent results may be obtained with our **4-Hour Varnish** which is especially popular for home use because it is quick-drying.

Our **Semi-Gloss Varnish** produces a rich, dull waxed effect without rubbing down and yet has all the wearing qualities of a standard varnish.

What are decalcomania transfers and how applied?

Decalcomania Transfers lend a charming finishing touch to almost any piece of furniture. They are also widely used on art objects, home fittings, etc. Simply explained, a decalcomania or "decal" is a colorful design built up on a paper background from successive layers of a special lacquer. They are easy to apply, no cement, glue or varnish being needed. The design adheres tightly to the surface of the object and, when dry, looks like it was painted directly on the object by a skilled artist.

Should I remove old finishes before refinishing furniture?

If the old varnish is in good condition, it is not necessary to remove it. Just be sure that the surface is absolutely clean. Chair arms and backs should be washed with soap and water to insure perfect cleanliness. Then sandpaper the surface lightly to remove any gloss, brush it off and apply a coat of varnish. However, if the old finish is badly cracked and checked, or worn through in spots, it should all be removed with **Seroco Paint and Varnish Remover**.

After removing the old finish, the surface must be thoroughly cleaned with turpentine or **Seroco Paint Thinner** to remove any and all wax deposited by the varnish remover on the surface. Then, when the surface is perfectly dry, apply a coat of our **4-Hour or Sero-Var Varnish**. When dry, sandpaper the surface lightly, using No. 00 sandpaper, clean it off and apply the finishing coat of varnish.

There Are Many Uses for Seroco 4-Hour Enamel!



Busy homefolks like this quick, easy way of adding new color to furniture and furnishings. Tables, chairs, breakfast sets, beds, porch furniture, toys—these are only a few of the almost unlimited variety of things that 4-hour Enamel will beautify. Many women like to buy unpainted furniture and work out their own color schemes from our big selections. Besides quick drying, it's moisture-proof and water-resisting.

Can I revarnish furniture to represent a different wood?

Yes, it can be done in two different ways. It all depends on the original finish and the effect you wish to obtain. If you want to give the furniture a darker finish than the original, you can either remove the old varnish with a paint and varnish remover, afterward cleaning the surface thoroughly with turpentine and re-stain it the desired shade, or you can apply a color varnish, such as **Seroco Super Service Color Varnish**, right over the old finish.

Removing old varnish and re-staining should only be attempted when you wish to get a darker shade of the same kind of wood, as changing light oak to dark oak, or deepening the tone of a mahogany finish, because the grain of the wood will show through and it would be inconsistent for a piece of furniture to have a mahogany color and an oak grain. So, if you want to change a finish to represent an entirely different kind of wood, you will have better success by using our **Color Varnish**.

In order to change the finish from a dark shade to a lighter, the only successful way is as follows: first give the furniture a coat of flat wood colored paint, such as our **Seroco Undercoat or Ground Color**, and then from one to two coats of the desired shade of **Color Varnish**, available in all the standard finishes, such as light oak, dark oak, mahogany, etc.

How can varnished furniture be given a wax finish?

There are two ways to change a varnish finish to a wax finish. You can either remove the varnish with paint and varnish remover and apply our **Super Service Wax**, or you can apply a coat of flat finish varnish, such as our **Semi-Gloss Varnish**, over the old finish, provided it is in good condition. A flat finish varnish gives a dull waxed effect which resembles a real wax finish but has the wearing qualities of a

regular varnish. If the old varnish is badly cracked and checked and worn through in spots, it should be removed before applying the new varnish, just the same as explained below.

Can paint or enamel be applied over any kind of finish?

Paint or enamel can be applied over almost any kind of a finish except wax. Every particle of wax must always be removed with turpentine, denatured alcohol or gasoline before applying any finishing coat. The gloss of the old finish should always be removed with sandpaper or steel wool in order to have a good surface on which to apply the paint or enamel. The number of coats to apply depends entirely upon the original finish. If it is very dark, it may take from two to three coats of a light color to build up a good finish. When applying enamel, you can use an enamel undercoat, such as our **Seroco** for the first one or two coats. This makes an excellent foundation for the enamel.

Each coat of enamel should be sandpapered lightly—just enough to remove the gloss, and cleaned off before applying the succeeding coat. Use a varnish brush for painting or enameling furniture.

Is it difficult to finish unpainted furniture?

Not at all. As a matter of fact, finishing unpainted furniture is so simple and easy that it has become a popular means of adding color and charm to the home. Select a color that will harmonize with the rest of the furniture. One solid color always makes a fine appearance. The addition of a trim color makes the finished job just that much more attractive. First, carefully smooth off any rough spots with No. 00 sandpaper or fine steel wool. Then apply **Sears 4-Hour Enamel or Decorative Enamel**. Usually two coats are sufficient, but if the wood is unusually spongy or porous, a coat of **Seroco Enamel Undercoat** should be put on first.



Color Varnish beautifies furniture.

REFINISHING HOUSEHOLD ARTICLES

NOTE: Practically any home furnishings or fittings can be given new life and beauty with SEROCO FOUR-HOUR ENAMEL, or Decorative Enamel



Use a good enamel on porch furniture.

What kind of enamel should be used on porch furniture?

Enamel that is to be used on porch furniture should be made to withstand severe weather and dry with a hard finish. Our **Seroco 4-Hour Enamel** and **Seroco Decorative Enamel** are excellent outdoor enamels that we fully recommend because of their hard, weatherproof finish. They are attractive in appearance and are furnished in a variety of pleasing colors. One coat is usually all that is required unless you are applying a light shade over a dark, and then sometimes two coats are necessary. Apply with a medium size varnish brush.

What can be done to tarnished or rusted lighting fixtures?

Tarnish alone can sometimes be removed with vinegar or silver polishes. A coat of **Seroco Linoleum Lacquer** will then stop

further tarnishing. But if fixtures are in too bad a condition to respond to this treatment, or if they are rusted, remove rust with sandpaper and apply a silver or gold color enamel such as our **Aluminum or Gold Bronze Radiator Enamel**. A soft hair special bronzing brush should be used for this.

What will brighten a sheet metal bathtub or refrigerator interior?

Our **Bathtub and Refrigerator Enamel** is the best refinishing material you can use on an old bathtub. It dries with a hard finish and will resist hot water, while an ordinary enamel cannot be expected to stand up under the severe wear to which a bathtub finish is subjected. This enamel is especially recommended for use on sinks, lavatories or refrigerators which are made of iron or zinc. The wooden drain boards on kitchen sinks can also be given a neat, waterproof finish with a coat of this enamel. When enameling refrigerator interiors, make sure the surfaces to be refinished are perfectly clean and dry.

How can I improve the looks of old water and gas pipes?

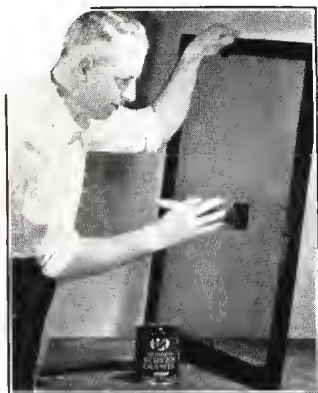
Remove any rust with sandpaper and apply a coat of gold or silver color enamel. Our all-purpose **Aluminum Paint** produces a smooth, gleaming silver colored finish of great beauty and durability. Our **Bronze Radiator Enamel**, which comes in both gold and silver color, is also excellent for this purpose. For pipes in the basement, ordinary paint is a good finish, using a color to match the wall finish or general color scheme.

You Can Varnish and Stain in One Brush Stroke!



Save half the time, half the cost by using **Seroco Super Service Color Varnish**—it stains and varnishes at the same time. Does not hide the natural grain of the wood. Flow it on like an ordinary varnish. Hardens ready for use over night. Its high quality makes it wear like the best grades of clear varnish. It's used on woodwork, floors and furniture.

Should screen wire be repainted with a special paint?



Paint preserves screens.

paint or enamel will sometimes do. One coat is usually sufficient.

What is the best way to refinish old radiators?

Our specially-prepared **Bronze Radiator Enamel** is an excellent material to use for refinishing your radiators. It is furnished in gold and silver colors and can be applied over any kind of old finish. Radi-

ators should be perfectly cold when you apply the enamel and should not be heated until the enamel is thoroughly dry. A special bronzing brush, enabling you to reach all parts of the radiator, is a very handy brush to use. One coat of enamel is all that is usually required. In your home, store, etc., where you wish the radiators to match the walls or woodwork, we recommend our **Household Radiator Enamel** which comes in the following colors: Ivory, Buff or Pearl Gray.

What is the best way to refinish an old iron bed?

An old iron bed can be made very neat and pretty with a coat of enamel. White is always a good color to use, but a dainty blue or pink is also very pleasing, especially when you desire to carry out a special color scheme. If you are careful with your work, an iron bed can be refinished to look like new. Use either our **4-Hour Enamel** or our **Decorative Enamel** for this kind of work. No special preparation of the bed is necessary except that the surface to be painted be clean, and if the old enamel or paint shows evidence of cracking or peeling off, go over the entire surface with a wire brush and remove the scaly paint. Then sandpaper the surface to insure a smooth surface for refinishing.

REFINISHING AUTOMOBILES, WAGONS, ETC.

Can a car owner successfully refinish his automobile?

There are many specially prepared auto refinishing materials which make it easy for the automobile owner to refinish his car and turn out a presentable job. Naturally, you must not expect to obtain quite as good a finish as the original, which was built up by skilled workmen and hardened in special

baking rooms, but for practical purposes you can refinish a car and do a good job of it. In order to do a satisfactory job of refinishing, you should not neglect any part of the car. It is not enough to give the body a coat of bright paint and leave the top and metal parts shabby and worn looking.

There are refinishing materials for every part of a car, such as top dressing, engine and radiator enamel, etc.

Protect Your Screens with Seroco Screen Enamel



Screens will last longer and of course look better if you keep them well painted. Seroco Screen Enamel protects both the wire mesh and the wooden frame. It prevents the mesh from rusting and the frame from rotting. It's easy to apply without clogging the mesh. Choice of green or black. It's cheaper to buy new paint than new screens!

These materials are put up in small sizes and are inexpensive, the quantities required for refinishing a car being small. The use of these materials should be confined to the purpose for which they are intended because they usually contain certain qualities particularly necessary to withstand the wear to which they are subjected. For instance, a radiator enamel is made to withstand extreme heat, and while an ordinary enamel might appear the same, it should never be used on an automobile radiator because the heat would soon cause it to peel.

What paint should I use to refinish an automobile body?

Seroco Quick-Drying Automobile Enamel is a high-grade auto enamel with a hard finish, containing more varnish than ordinary paints. It can be sprayed on successfully (see page 31) or it can be applied with a brush. Allow 6 to 8 hours for it to dry (a little longer in cold or damp

You won't
recognize the
old car!



weather) then sandpaper the surface lightly, using No. 00 sandpaper to remove the high gloss, and apply the second coat. It produces a beautiful, brilliant varnished surface. The most important precaution

in this work is to keep dust away. A clean, dust-free room should be utilized and it is a good idea to sprinkle the floor before starting to keep down the dust.

Before refinishing, the automobile should be washed perfectly clean with gasoline or kerosene, well rinsed, dried, and then sand papered until all the gloss of the old finish is removed.

Can I cover auto scratches without refinishing entire body?

Seroco wax will oftentimes remove scratches and marks on auto bodies. But if the scratches are very deep, you should touch them up lightly with **Seroco Auto Enamel**. On black parts, **Seroco Touch-up Enamel** will cover rust spots, scratches or bruises. When the paint is dry, polish the entire surface with **Super Service Liquid Wax**.

Can I touch up the hood without refinishing entire body?

If the automobile is black, you can do a good job of refinishing the hood with our **Seroco Auto Enamel**. But if the car is painted any other color, it is practically impossible to obtain the right shade for the refinishing work. The only satisfactory thing to do is to refinish the entire body.

What will keep engines or radiators neat and clean?

It is an excellent idea to keep the engine and radiator of your car painted with **Seroco Engine and Radiator Enamel** because it not only helps to keep them neat and clean, but also prevents them from rusting and wearing out. Grease and dirt will not accumulate nearly so easily on a painted

How to Make Your Car Look Shiny New Again!



You'll be surprised at the big improvement that a can of Seroco Auto Enamel will make in the appearance of your car. Full directions on every can! Dries glossy hard in 6 to 8 hours—won't fade, crack, chip or peel. The top of your car needs attention too, and applying Seroco Auto Top Dressing is a matter of only a few minutes. Dries quickly and protects the top against all weather conditions.

surface and that which does can be easily wiped off with a cloth. A good radiator and engine enamel will dry with an extra hard finish and will withstand high heat.

How should an auto top be refinished?



Weatherproof your auto top.

Our **Seroco Auto Top Dressing**, made especially for refinishing leather and imitation leather auto tops, is easily applied and brightens old tops with a glossy finish. It should be applied with a small varnish brush and allowed to dry thoroughly before using.

For what classes of work is a spray gun effective?

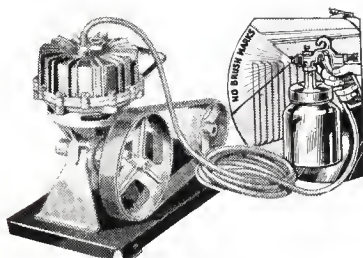
Spraying guns or spray gun outfits can be used for nearly every type of decorating known. They are furnished in a variety of types proven successful in every instance for the work intended. You can paint houses, barns, farm buildings, automobiles, furniture, screens, radiators, wickerwork, etc. You can apply paint, varnish, lacquer, enamel, shellac, stains, etc.

If you wish to paint a small farm building, fence, or do general maintenance work, we recommend **30-3263 Paint Spray Outfit**, operating from two spark plug chambers of an automobile, truck or tractor.

30-3281 is an inexpensive, practical Paint Spray Outfit also operating from two spark plug chambers in an automobile.

Our "Little Giant" Sprayers, operating from a spark plug chamber of an auto, truck or tractor or from a small electric motor, are practical, inexpensive spray outfits.

Our low priced **30-3257 Spray Gun** sprays insecticides or disinfectants successfully.



Sprayer 30-3278

Our No. **3278 Kleen Air Sprayer** has proved to be an outstanding success. It operates from any $\frac{1}{4}$ h.p. electric motor and sprays any kind of paint, enamel, varnish, etc.

What paint should be used on wagons and farm implements?

Specially prepared paint like **Seroco Truck and Implement Paint** should always be used on wagons, trucks, farm implements, etc., because, being given more or less rough usage and exposed to severe weather, a paint must be especially made for that purpose or it will soon break down.

Wagons, trucks, farm implements, etc., do not usually need any preparation for painting except that they be clean. If you are doing an extremely particular paint job, you should remove the gloss

It Pays to Protect Farm Equipment with Paint!



Keep your Farm implements and equipment well painted and they'll last much longer! To prevent metal parts from rusting and wooden parts from warping and rotting, give them a coat of **Seroco Truck and Implement Paint**. It's a big favorite for use on farm wagons, trucks, tractors and implements. Many dairymen use it on milk cans, painting them an individual identifying color. Full directions are printed on the paint label.

of the old finish with fine sandpaper or steel wool. Then apply one or two coats of Truck and Implement Paint with a medium-sized varnish brush. Both the metal and wood parts of vehicles and implements should be painted regularly. This will protect the running gear and other metal parts from rusting and prevents wood parts from warping, checking or rotting.

The up-to-date modern farmer keeps a pail of Truck and Implement Paint handy and every now and then gives the farm implements a little touching up, thereby prolonging the usefulness of the articles as well as keeping his farm spick-and-span.

Many dairy farmers like to give their milk



A coat of paint protects farm wagons.

cans an identifying color. Combinations of the various colors we offer in **Seroco Truck and Implement Paint** are ideal for this purpose.

HOW TO CARE FOR BRUSHES!

A brush will last the average home owner a long time if it is given a little care. It pays to spend five or ten minutes when you finish painting or varnishing in putting the brushes away properly. Even if you do not worry about the cost of the brushes, you will be well repaid in the pleasure of finding your tools in good shape the next time you want to use them. To do good work, you must have good, clean brushes.

VARNISH OR ENAMEL BRUSHES

For varnishing, always use a new, clean brush or one that you keep purposely for varnishing. **Don't use an old paint brush!** Sears Varnish and Enamel Brushes are thoroughly cleaned and washed at the factory, yet dust may have settled on them before you are ready to use them. To insure that no dust particles get into the varnish or enamel from your brush, dust it out and wash with turpentine before starting the job. If the brush is one that has been used, be sure there is no old, dried varnish on the bristles or you will have trouble with specks in the finished work.

After you have started to varnish, if you

intend to leave the work overnight, put the brush in a can of turpentine or paint thinner. You will find it convenient to keep a can of turpentine always on hand. Before using the brush again in varnishing, brush it out thoroughly to get the turpentine or paint thinner out, and work the varnish into the brush again before you continue with the job.

When you have finished varnishing, clean the brush out thoroughly with turpentine, benzine or kerosene, then wash with warm soap suds, rinse in clear, warm water and shake the brush well. While it is still damp, smooth the bristles down carefully and wrap in heavy paper which should be tied on at the ferrule. Store in a dry, cool place.

Our liquid brush cleaner will quickly restore old paint-and varnish-hardened brushes to service again.

Lacquer brushes should receive the same treatment with this exception—**Lacquer Thinner** should be used to clean the bristles.

PAINT BRUSHES—New paint brushes should have any loose bristles removed first, the same as varnish brushes. If you want to put a paint brush away overnight during a painting job, it should be placed in turpentine or Raw Linseed Oil, ferrule deep. When you have finished painting, follow the instructions in the preceding paragraph on the care of varnish brushes.

KALSOMINE BRUSHES — Remove any loose bristles from a new brush. After each day's use, kalsomine, whitewash and paste brushes should be washed with warm water and hung up to dry with bristles downward.

NOTE—*It is never advisable to leave brushes in water. The water may cause the handle to swell and split the ferrule. If left for any length of time, the water will destroy the elasticity of the bristles.*

Choose the Right Brush for Every Job



How to Use a Brush

Grasp a brush firmly by the handle—hold it just above the bristles. Keep the handle as nearly as possible always perpendicular to the surface. Press down firmly if spreading paint. Ease up and brush a little slower with varnish or enamel. Don't try to cover

a large surface with one brushful. Just dip far enough into the paint—a half inch to an inch or so—to take up a load that will not drip on the way. Always start a new brushful a few inches from completed portion and end up by brushing into finished part. On wood surfaces the last strokes should be in the direction of the grain.

* On the West Coast we recommend Nos. 3101 or 3002.

● BUY PAINT FROM A RELIABLE DEALER. IT IS YOUR ASSURANCE OF GETTING A HIGH-QUALITY PRODUCT

HELPFUL SUGGESTIONS

To tint paints to any particular shade desired

Use Seroco Colors in Oil, following the detailed instructions furnished.

Blending colors

An infinite variety of pleasing shades and tints may be secured by—

1. Mixing two or more colors in any line to secure an intermediate shade.
2. Adding the desired color-in-oil to white or light colors to obtain different colors or deeper shades.

In this connection, it may be well to mention some of the fundamental rules which you should observe in blending paints.

In the first place, never attempt to mix paint and varnish or lacquer together. In most cases, the basic materials are entirely different and to mix any two of them will result in spoiling both.

Tints are secured by adding brilliant hued colors-in-oil to white. If the resultant color still seems too bright or delicate for the purpose intended, it may be "grayed" by the addition of a very small amount of black. Just as artists seldom use pure color in their pictures, but secure their effects by subtle gradations of "grayed" color, so you will find that often the most pleasing and harmonious effects are secured by "graying down" the colors to be used in your home.

You can get sprightly decorative effects by using a "grayed" color for the main part of the job and the same color full strength, or a contrasting bright color for the trimming.

Experienced painters often "gray" a color by the addition of other colors instead of black. Properly done, this often adds life and warmth to the resulting shade. However, unless you have had considerable experience in blending colors, we suggest that you first experiment with a very small quantity of paint. Then, when you have secured the shade you want, it is comparatively easy to mix the quantity required to match.

In this connection, remember that red and green neutralize each other and their combination results in a dirty gray. So that when

you mix a color that contains red, such as lavender, purple or orange with any shade of green, the resulting shade will be a "grayed" if not actually "muddy" color.

To remove paint, varnish or enamel from cloth

Place a piece of blotting paper under the cloth, wet another cloth with benzine, gasoline or turpentine and rub the spot vigorously. The blotting paper absorbs the fluid and prevents it from spreading. After the benzine, gasoline or turpentine has all evaporated, cover the spot with a damp cloth and press with a hot iron. If the paint has dried too hard to respond to this treatment, it can be softened with paint and varnish remover, proceed then the same as described above.

To remove paint or enamel from glass

Rub the glass vigorously with a cloth saturated with turpentine, or better yet, use our **Glass Scraper** which removes paint or enamel very easily and quickly.

To remove wax from floors, woodwork or furniture

Apply denatured alcohol, turpentine or gasoline, allow it to stand for a few minutes and then scrub with a scrub brush and dry with a cloth.

To thin any kind of paint, enamel or varnish

Add a little Seroco Turpentine. Only a very little thinner should be added to enamel, as it will cause it to lose its gloss. Before thinning varnish you should first put it in a warm room and allow it to remain there for a while. Sometimes warmth is all that is needed to make it the right consistency for easy spreading. To thin Brush Lacquer use only Brush Lacquer Thinner, *not* turpentine.

When paint peels

It is usually because the paint was applied when the surface was not thoroughly dry.

Always be sure, not only that the surface is absolutely dry, but that the wood is dry clear through. Paint will not stick to a damp surface, and even if it looks dry and there is moisture inside, the first real hot season will draw the moisture to the surface and off will come your paint. Resin in the wood will also cause the paint to peel. This can usually be prevented by applying turpentine to the resin streaks and knots before painting.

The kind of soap and washing powder used

To clean painted and enameled surfaces is very important. A beautiful paint or enamel finish can be completely ruined by the use of a "strong soap." It will immediately destroy the beauty of the finish and in a short time will break down the paint film. You should always use a "mild soap" with a small quantity of ammonia added to the water. Then rinse the surface carefully and dry thoroughly. Never allow the surface to dry by evaporation if you are at all particular about preserving the finish. Both **Seroco Paint and Varnish Cleaner (Soap Paste)** or **Seroco Pure Linseed Oil Soap** are excellent cleaners for all finished wood surfaces, also for walls, bath tubs, etc.

The covering capacity of paint, varnish, etc.

Depends entirely on the kind of surface it is used on. An old porous surface will take up almost twice as much paint or varnish as a new surface. Also soft wood will take up more paint than hardwood. The approximate covering capacity of **Seroco Paints**, on perfect painting surfaces, as given below may be of help to you in figuring the amount of paint needed for a painting job; also see measuring instructions on page 3.

House Paint. . . . 1 gallon covers 275 to 400 sq. ft., two coats. (See page 3.)

Barn Paint. . . . 1 gallon covers about 300 sq. ft., two coats.

Wall Paint. . . . 1 gallon covers 250 square feet, two coats.

Shingle Stain. . . 1 gallon covers about 100 square feet of shingles, two coats; fir siding, 150 square feet, two coats.

Enamel. 1 gallon covers 200 to 250 square feet, two coats.

Varnish. 1 gallon covers about 600 square feet, one coat, on hardwood.

When a drawer or window sticks

A little wax rubbed on the surface where the friction occurs will end the trouble at once.

When painting or varnishing

Always have a clean cloth handy to remove any paint or varnish that you might splash on surrounding surfaces. If the paint or varnish is cleaned off immediately while it is soft it will leave no traces, and it is much easier done than to wait until it hardens and has to be removed with paint and varnish remover.

Never permit the handle of your brush to become wet with paint or varnish. If it does, clean it off with turpentine and a dry rag. Otherwise you are likely to find your fingerprints appearing on clean surrounding surfaces. Moreover, when painting overhead surfaces, more and more paint will flow down the wet brush handle onto your hands and arms. When painting overhead, use a comparatively dry brush and you will find that you have less muss to clean up when you're through painting.

A hook made of heavy wire attached to the bail of your paint bucket is handy when working on a ladder.

The use of floor wax makes it easier to remove dust from floors.

When painting wicker furniture, use the spray gun. If the brush method is used, the paint should be flowed on with a full brush rather than being stroked back and forth.

When painting or varnishing indoors, keep the windows opened to permit free circulation of air.

**Do you know that—
18 states have passed laws
to protect their citizens
from poor paint quality?**

SEROCO PAINTS

Pass the Test in Every State

We are proud to print the formula for our paints on every package, even when sold in states not requiring this by law . . . Every ounce of raw material we purchase for manufacture into paint or varnish products conforms with the highest standards of the paint industry for quality and suitability to the purpose for which selected . . . These materials pass every government test and conform with all U. S. specifications as to purity and fitness . . . Four university-trained experts with a combined practical experience of over fifty-three years in the chemistry of paints and varnishes are constantly at work in our laboratories striving to improve our products in every possible manner . . . Seroco Paints and Varnishes are made in our own five fully equipped factories with the most modern machinery.

Furthermore, do you know that all Seroco Paint products are ground, mixed and manufactured by one of the most capable organizations of paint makers ever assembled in the industry? . . . That our vast purchasing power enables us to buy materials for cash, in carload and train-load lots, and that we pass this saving along to our customers in the form of lower prices? . . . That we make you further savings by shipping paint in carload lots from our five big factories, ideally located to secure low freight rates to our stores?

And, again, do you know that Seroco Paints and Varnishes, because so much higher in quality than inferior products, cover more surface, due to their superior spreading and hiding power? . . . That Seroco Paints are easier to brush, are more durable, adhere longer, fade less and retain their tough, glossy protective film or coating longer than inferior products, many of which sell at considerably higher prices? . . . That the NET RESULT to you of all these many advantages of production and economies of distribution is THE BEST PAINT PRODUCTS MONEY CAN BUY, at the lowest selling prices consistent with their high quality?

Remember This All-Important Fact!

THERE ARE NO FINER PAINT PRODUCTS THAN THOSE BEARING THE SEROCO LABEL—NONE PURER—NONE MORE SURE TO SATISFY YOU . . . Remember, also, always to order your paints and varnishes from Sears. It's safer, more economical and more certain to assure you a lasting, high-grade, dependable and good looking paint job.

THERE'S A SEROCO PAINT *for* Every Purpose

Fix Up a Basement Recreation Room

Put waste space to use!

Walls—Seroco Serotone paint. Buff.

Ceiling — Seroco Flat Finish Paint. Ivory.

Floor—Seroco Super Service Floor Enamel. Moss Green.

Furniture—Seroco 4-Hour Enamel. Turkey red and lettuce green.



Paint Will Make a Cleaner Basement

It's much easier to keep a basement clean when walls and floors are neatly painted. More sanitary, too! The following makes a desirable color scheme:

Walls—Seroco Gloss Enamel. Pastel green.

Ceiling—Seroco Serotone Semi-Gloss Paint. Ivory.

Trim—Seroco Gloss Enamel. French blue.

Floor—Seroco Super Service Floor Enamel. Moss green.



Keep Your Car Shiny New!

It's easy to do if you put on a coat of Seroco Auto Enamel. Choice of many popular colors.



Protect Farm Equipment

Keep the metal parts from rusting and wood from decaying by painting your trucks, farm wagons, tractors and implements with Seroco Truck and Implement Paint.



Brighten Your Radiators

All metal surfaces subjected to heat—stoves, engines, furnaces, radiators can be kept new looking with Seroco Gold Bronze or Aluminum Enamel.



Make Your Screens Last Longer

Prevent them from rusting by using Seroco Screen Enamel. They'll look better, too! Use it on both mesh and frame. Available in black or green.

SUGGESTED EXTERIOR COLOR COMBINATIONS



Body—cream.
Trim—verdi green.
Shutters—verdi green.
Roof—moss green shingle stain. Body, trim and shutters are Master-Mixed House Paint; shingles, Master-Mixed Shingle Stain.



Body—white.
Trim—leather brown.
Shutters—leather brown.
Roof—red shingle stain. Body, trim and shutters are Master-Mixed House Paint; shingles, Master-Mixed Shingle Stain.



Body—Colonial yellow.
Trim—white.
Shutters—leather brown.
Roof—bungalow brown shingle stain. Body, trim and shutters are Master-Mixed House Paint; shingles, Master-Mixed Shingle Stain.



Body—ivory.
Trim—white.
Shutters—emerald green.
Roof—moss green shingle stain. Body, trim and shutters are Master-Mixed House Paint; shingles, Master-Mixed Shingle Stain.

SEARS, ROEBUCK AND CO.

SUGGESTED EXTERIOR COLOR COMBINATIONS

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Mixed Shingle Stain.

Master-Mixed Shingle Stain.

SEARS, ROEBUCK AND CO.